

## IN THE CLAIMS

The following is a current listing of claims and will replace all prior versions and listings of claims in the application. Please amend the claims as follows:

1-53 (Cancelled)

54. (Currently Amended) A method, comprising:

sending, via a public network, information identifying a plurality of business entities to an information sharing service, wherein said information is sent by a first user of said service and wherein said information is usable to associate said plurality of business entities with said first user;

said first user providing first personal information and sharing control information to said service via said public network, wherein said sharing control information specifies other users of said service that are permitted to access said first personal information of said first user;

said first user sending, via said public network, a request to access said information sharing service;

in response to said request, receiving information ~~from said service via said public network~~ that is usable to generate a graphical interface, wherein said information is received from said service via said public network;

displaying said graphical interface, wherein said graphical interface includes a view screen that includes ~~pushed~~ content from at least two of said plurality of business entities, wherein said ~~pushed~~ content includes second personal information relating to said first user ~~is personalized to said first user~~.

a plurality of business entities ~~associated with the first user of said service~~, wherein the plurality of business entities have been associated with said first user via said service in response to information specified by said first user

55. (Currently Amended) A computer system, comprising:

one or more servers configured to:

receive requests to access an information sharing service, wherein said requests are received from a plurality of business entities, wherein the plurality of business entities have been associated with said first user via said service in response to information specified by said first user ~~associated with a first user of said service~~;

receive, via said service, ~~pushed~~ content from said plurality of business entities, wherein said ~~pushed~~ content includes first personal information relating to said first user is ~~personalized to said first user~~;

store said ~~pushed~~ content in a database accessible to said one or more servers;

receive a request from said first user to log on to said service;

in response to said first user logging on to said service, provide a graphical user interface to said first user, wherein said graphical user interface concurrently displays at least a portion of said content received from said plurality of businesses ~~pushed content from at least two of said plurality of business entities, wherein said pushed content is personalized to said first user~~;

receive, from said first user, second personal information relating to said first user;

receive and sharing control information from said first user ~~via said service~~, wherein said sharing control information specifies other users of said service that are permitted to access personal information of said first user; and

share personal information of said first user according to said sharing control information.

56. (New) A system configured to provide an information sharing service, said system comprising:

a memory subsystem;

one or more application servers configured to receive, via secure links to said service, pieces of content including personal information relating to users of said service, wherein said users include a first user, wherein said pieces of content are received from a plurality of business entities;

wherein the received pieces of content include first and second pieces of content, wherein the first and second pieces of content each include personal information relating to said first user, wherein the first piece of content is received from a first business entity, wherein the second piece of content is received from a second business entity, and wherein said first and second business entities have been associated with said first user via said service, in response to information provided by said first user, permitting said first and second business entities to provide, via said service, content to said first user that includes personal information relating to said first user;

wherein said one or more application servers are configured to store the received pieces content in said memory subsystem;

wherein the one or more application servers are further configured to access the memory subsystem to access the received pieces of content including the first and second pieces of content, generate a report including at least the first and second pieces of content, store said report in said memory subsystem, and make the stored report available to the first user via said service.

57. (New) The system of claim 56, wherein the one or more application servers are configured to make the stored report available to the first user by conveying the stored report for display to the first user.

58. (New) The system of claim 56, wherein said system is configured to convey said report in response to said first user logging on to said service.

59. (New) The system of claim 56, wherein said report is conveyed over a wireless network.

60. (New) The system of claim 56, wherein said report is conveyed over a television network.

61. (New) The system of claim 56, wherein said report is conveyed over a secure link.

62. (New) The system of claim 56, wherein said system is web-based, wherein said system further comprises a web server coupled to at least one of said one or more application servers, wherein the web server is configured to convey said report to said first user in one or more web pages.

63. (New) The system of claim 62, wherein said web server and said at least one application server are configured to generate said one or more web pages using at least said first and second pieces of content.

64. (New) The system of claim 56, wherein said system is further configured to include additional content as part of said report, wherein said additional content is generated by said one or more application servers based upon information received from said first user.

65. (New) The system of claim 64, wherein said additional content includes one or more types of the following types of content: weather information based on location information specified by said first user, information on a sports franchise specified by said first user.

66. (New) The system of claim 56, wherein said one or more application servers are further configured to permit sharing of personal information of said first user with one or more designated users of said service, wherein said system is configured to permit said sharing based at least in part upon sharing control information provided to said service by said first user.

67. (New) The system of claim 66, wherein said sharing control information includes information identifying said one or more designated users and information identifying said personal information of said first user to be shared.

68. (New) The system of claim 56, wherein said system is further configured to receive first information from said first user, wherein the first information specifies at least the first and second business entities, wherein the first information is usable by said system to associate at least the first and second business entities with said first user.

69. (New) The system of claim 56, wherein said plurality of business entities include one or more types of entities from the following types: manufacturers, retailers, government agencies, nonprofit entities, sports franchises.

70. (New) The system of claim 56, wherein said pieces of content include one or more types of content from the following types: information relating to a prescription of said first user, service information for an automobile of said first user, information relating to a particular product purchased by said first user, information for a travel reservation of said first user, voicemail messages for said first user.

71. (New) The system of claim 56, wherein at least one of said one or more application servers is further configured to receive voting information from said first user.

72. (New) The system of claim 56, wherein at least one of said one or more application servers is further configured to receive questions from said first user and to send said received questions to other users of said service.

73. (New) A computer-based method for providing an information sharing service, said method comprising:

receiving, via secure links to said service, pieces of content including personal information relating to users of said service, wherein said users include a first user, wherein said pieces of content are received from a plurality of business entities, wherein the received pieces of content include first and second pieces of content, wherein the first and second pieces of content each include personal information relating to said first user, wherein the first piece of content is received from a first business entity, wherein the second piece of content is received from a second business entity, wherein said first and second business entities have been associated with said first user via said service, in response to information provided by said first user, permitting said first and second business entities to provide, via said service, content to said first user that includes personal information relating to said first user;

storing said received pieces of content in a memory subsystem;

generating a report including at least the first and second pieces of content by accessing the memory subsystem;

storing the report in the memory subsystem;

making the report available to the first user via said service.

74. (New) The system of claim 73, wherein said making the stored report available to the first user includes conveying the stored report for display to the first user.

75. (New) The method of claim 74, wherein said conveying is performed in response to said first user logging in to said service.

76. (New) The method of claim 73, further comprising including additional content as part of said report, wherein said additional content is generated based at least in part upon user profile information provided by said first user to said service.

77. (New) The method of claim 76, wherein said additional content includes one or more types of the following types of content: weather information based on location information specified by said first user, information on a sports franchise specified by said first user.

78. (New) The method of claim 73, further comprising:

receiving sharing control information from said first user, wherein said sharing control information identifies one or more other users of said service; and

permitting said other users to access personal information of said first user in response to said receiving said sharing control information.

79. (New) The method of claim 78, wherein said sharing control information further identifies said personal information of said first user to be shared with said other users.

80. (New) The method of claim 73, wherein said first plurality of business entities includes one or more types of the following types of entities: manufacturers, retailers, government agencies, nonprofit entities, sports franchises.

81. (New) The method of claim 73, wherein said content includes one or more types of the following types of content: information relating to a prescription of said first user, service information for an automobile of said first user, information relating to a particular product purchased by said first user, information for a travel reservation of said first user, voicemail messages for said first user.

82. (New) The method of claim 73, further comprising receiving voting information from said first user.

83. (New) The method of claim 73, further comprising receiving questions from said first user and sending said received questions to other users of said service.

84. (New) A computer-readable medium comprising program instructions executable by a computer to:

receive, via secure links to said service, pieces of content including personal information relating to users of said service, wherein said users include a first user, wherein said pieces of content are received from a plurality of business entities, wherein the received pieces of content include first and second pieces of content, wherein the first and second pieces of content each include personal information relating to said first user, wherein the first piece of content is received from a first business entity, wherein the second piece of content is received from a second business entity, wherein said first and second business entities have been associated with said first user via said service, in response to information provided by said first user, permitting said first and



second business entities to provide, via said service, content to said first user that includes personal information relating to said first user;

store said received pieces of content in a memory subsystem;

generate a report including at least the first and second pieces of content by accessing the memory subsystem;

store the report in the memory subsystem; and

make the report available to the first user via said service.